



Seventy-sixth Annual

Midsummer Festival

SATURDAY, JUNE 20th, 1970
ALL DAY

SVEADAL
Uvas Canyon, Santa Clara County

Given under auspices of

Swedish
American
Patriotic
League





**Swedish American
Patriotic League**
SAN FRANCISCO OAKLAND



salutes

THE UNITED NATIONS

on the 25th Anniversary of the signing of its charter
in San Francisco

Wishing One and All a Happy Midsummer

with sincere appreciation to committee members and friends
for their support and efforts to make this Midsummer Festival an outstanding success.

Roy Anderson
President, San Francisco

Astri Feist
President, Oakland

Glad Midsommar



Hugo och Evelyn Olsson

Wishing you a

Colorful

MIDSUMMER



Roy and Iola Anderson

Happy Midsummer

from

When you travel
to Europe fly

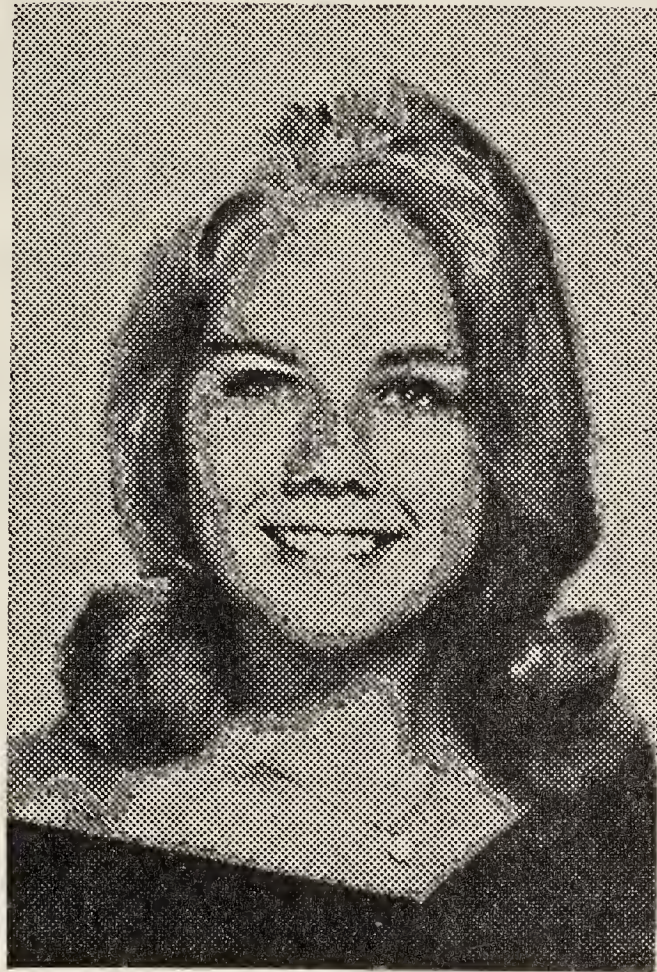


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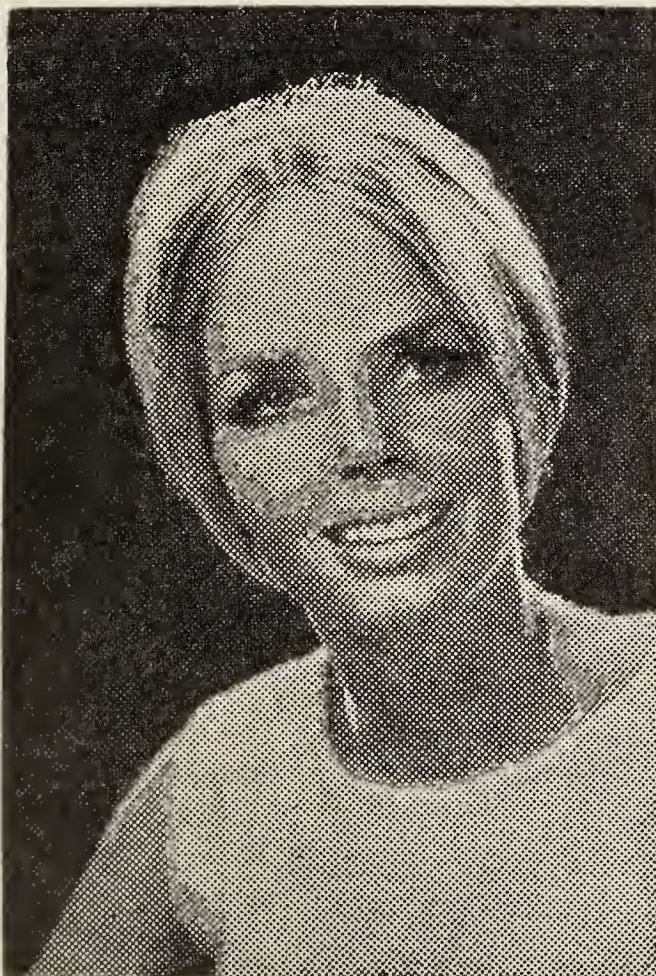
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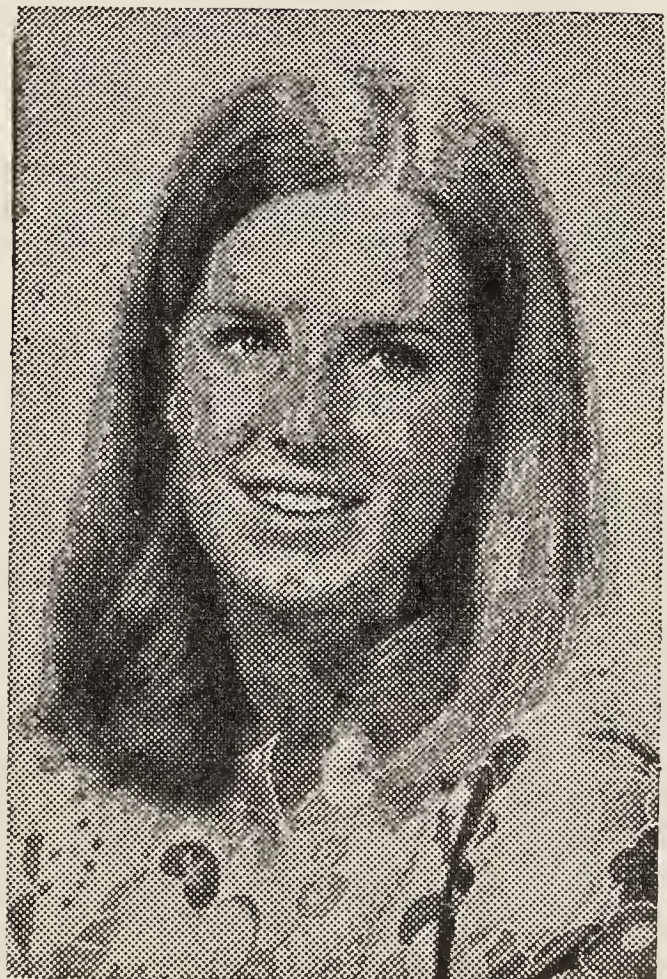
GLAD MIDSOMMAR



SIGRID MENTON
Midsummer Queen



LINDA CARSTENS
Columbia



CAROLYN PERSON
Svea

I sommarsol och blomsterprakt

önskas en

GLAD MIDSOMMAR

RUDY



The Golden Gate District Lodges

through the medium of this program wish to extend their best wishes to the Swedish-American Patriotic League, on this Midsummer Day Celebration.

The Golden Gate District Lodge, consisting of the seventeen Local Lodges in San Francisco, Oakland, San Leandro, Berkeley, Petaluma, Eureka, Paradise, San Jose, San Mateo, Palo Alto, Concord, Stockton, Modesto, Sacramento, Turlock, Fresno, and Yuba City, extends to you a cordial invitation to become a member of the Vasa Order of America.

Contact any member of these Lodges and they will gladly furnish you information of the benefits you may derive from this membership.

Dagmar Wolnski
District Master

Anna Clawson
District Secretary

**Happy
MIDSUMMER**



Best wishes for a successful
**76th ANNUAL
MIDSUMMER FESTIVAL**

FYLGIA LODGE No. 119
Vasa Order of America



The Color Guard here today
is part of a
19 Man Drill Team

Helmer Anderson **John O. Peterson**
President Secretary

MIDSUMMER GREETINGS
Tor Lodge No. 537, V.O.A.
San Francisco

*Meets 1st and 3rd Friday at
Swedish-American Hall, 2174 Market St.*

ELLEN SANDBERG, Chairman
BEATRICE GODOEN, Secretary

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GLAD MIDSOMMAR

to all our friends

Come and hear 500 male voices in a

Grand Concert

Friday, July 17, 8:15 p.m.

San Francisco Memorial Opera House

Attend the

Banquet and Ball

Saturday, July 18, 7:30 p.m.

Sheraton Palace Hotel

AUSS National Convention Committee

EINAR A. ENGDAHL, *Chairman*

SVEA GLEE CLUB of OAKLAND

*Meets every Tuesday at Dovre Hall
in San Francisco.*

NEW MEMBERS WELCOME!

WALTER MATTSON, *President*

REUBEN ANDERSON, *Secretary*

3929 Lyman Road

Oakland, Calif. 94602

THE SWEDISH SINGING SOCIETY OF SAN FRANCISCO

Affiliated with the Norwegian Singing Society
meets Tuesdays at 8 p.m. in Dovre Hall,
3543 - 18th St., San Francisco, Calif.

NEW MEMBERS WELCOME

CLYDE W. FORSMAN, *President*

EDWIN PETERSON, *Secretary*

Enjoy

SVEADAL

this summer

Your own Recreation Park
in Uvas Canyon,
Santa Clara County

SWIMMING — TENNIS
CABINS — MEALS
PLAYGROUND

CALENDAR OF EVENTS

July 4—5—Tennis Tournament

July 26—44th Anniversary
of Sveadal

September 5—6—Aquacade and
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P R O G R A M

Chairman of the Day

Roy Anderson

President S.A.P.L., San Francisco

Vice Chairman of the Day

Astri Feist

President, S.A.P.L., Oakland

Master of Ceremonies

Carl W. Svenson

Past President, S.A.P.L., San Francisco

Marshal of the Parade

John O. Peterson

Captain, Fylgia Drill Team

Maids of Honor

Greta Anderson, Sandra Dahlberg, Heather Duff, Kerstin Feist, Monika Feist, Mary Ann Karlson, Krikelina Lundgren, Debra Mattman, Elsa Mills, Margo Nelson, Cheryl Nielsen, Carol Nielsen, Karen Peterson, Zoe Ann Running, Sara Stenhammar.

Crown Bearer

Robert Rulon

Flower Girls

Linda and Susan Rulon

Junior Attendants

Karen Olson, Carol Talbot, Linda Tremoureaux, Karen Van Horn, Terry Anderson, Karen Bell.

PROCESSION:

"Kungl. Södermanlands Regementes March"

Marshal, Flag Bearer, Officers, Costume Group, Maids of Honor, Columbia, Svea, Junior Attendants, Flower Girls, Crown Bearer and the Midsummer Queen.



BILLY GRANT

Flag Salut to the Queen

FYLGIA FLAG BEARERS

Star Spangled Banner } ..In Unison
Du Gamla, Du Fria }

Evelyn Ramberg Olsson at the Piano
Kurt Talbot, Drummer

Welcome

Roy Anderson, Chairman

**Crowning of the Midsummer Queen
and presentation of the Queen's ring**

Ivar Menton

Past President, S.A.P.L., Oakland

Presentation of Columbia

Roy Anderson

President, S.A.P.L., San Francisco

Presentation of Svea

Ronald Tremoureaux

First Vice President, S.A.P.L., San Francisco

Swedish Folksongs

Stockholm Girl Choir

Mary Wallskog, Director

P R O G R A M



STOCKHOLM GIRL CHOIR

**Greetings from Sweden and
presentation**

Hon. Carl-Henrik Petersén
Consul General of Sweden

Presentation of the Queen's Court

Astri Feist

President, S.A.P.L., Oakland

**"Dr. William Grant.
Foremost Authority on Everything"
Billy Grant, Imitator**

Scandinavian Folkdances

"Ensemble International"

Ned and Marian Gault, Directors

FINALE:

**I sommarens soliga dagar....In unison
Led by the Stockholm Girl Choir**

Smörgåsbord — Games — Fun

**Dancing to the music by
"Tones of Blue and Yellow"
Robbie Herrold's Combo**

* * *

I sommarens soliga dagar

I sommarens soliga dagar
Vi gå genom skogar och hagar
På färdens besvär ingen klagar
Vi sjunga var vi gå. Hallå, Hallå.

Du som är ung kom med och sjung
Och sitt ej hemma slö och tung.
Vår sångartropp, Han gångar opp
På kullens allra högsta topp..
I sommarens soliga dagar
Vi sjunga var vi gå, Hallå, Hallå.

Bland mognande skördar som gunga
Vi vandra i klunga och sjunga
De gamla som hör oss blir unga
Vi sjunga var vi gå. Hallå, Hallå.
Du som är ung, etc.

Midsummer Greetings
The Swedish Hair Stylist
ANNA OF SWEDEN

522 Balboa St., San Francisco
Phone 221-5134

Midsummer Greetings from
TEGNÉR LODGE No. 149, V.O.A.

Meets first and third Wednesday 8 P.M.

Jenny Lind Hall
2267 Telegraph Avenue, Oakland

MISS JACQUELINE RODGERS, *Chairman*

SWEDISH LADIES SOCIETY
JENNY LIND OF OAKLAND

A Social and Sick Benefit Organization
Meetings first Tuesday every month at
Jenny Lind Hall

President, IDA BERGSTROM
Secretary, RUBY NICHELINI

THE SWEDISH SOCIETY
OF SAN FRANCISCO

Meets in its own Hall Building
2174 MARKET STREET
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The Oldest Swedish Sick Benefit
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Midsummer Greetings
Utile Dulci Club

Midsummer Greetings
THE SWEDISH SOCIETY
OF OAKLAND

meets 2nd and 4th Tuesdays in Jenny Lind Hall
2267 Telegraph Avenue, Oakland

IVAR MENTON, *President*
237-7670

ALBERT CARLSON, *Secretary*
534-7622

For membership information contact
above officers.

Now is the time to join the
East Bay's oldest and most
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of San Francisco

2174 Market Street

Sick Benefit and Social Organization
Meetings 2nd Thursday at Noon

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ALICE O'CONNELL, *Secretary*

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John and Vera Nelson

MIDSUMMER GREETINGS

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Soren Walther, President

Barbro Akesson, Secretary

**Swedish Relief Society
of San Francisco**

Meetings held at Noon on first Monday every
month at Swedish American Hall.
Refreshments and cards.

President: MRS. MARTHA KUHNLE

Secretary: MRS. RUTH NELSON



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Cocktails — Dinner

Sunday Brunch

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Ernst Meyer

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Carolyn

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You are invited to the

Sveadal Club Western Day

Saturday, August 8, 1970

A rewarding night of fun is guaranteed.

Ask Frank Norman, Jr. about it.

Dress Western

Lasso in your partner and Go-Go.

Wishing you

a most happy

Midsummer



George and Patti Frykberg

Midsummer Greetings

from

Reuben and Helen Anderson

Midsummer Greetings

from

Carl and Sylvia Svenson

Erik Mark Kjell



INGA LINDHOLM AND FAMILY

wishes you a Happy and gay
MIDSUMMER

WELCOME TO

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Sundays 4:00—10:00 P.M.

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Greetings and best wishes for a

Happy Midsummer

from

MRS. RENO F. ANDERSON

C. A. ANDERSON FUNERAL PARLORS
